

**FIG. 1**

## IMPLICIT VIEWER PROFILE 200

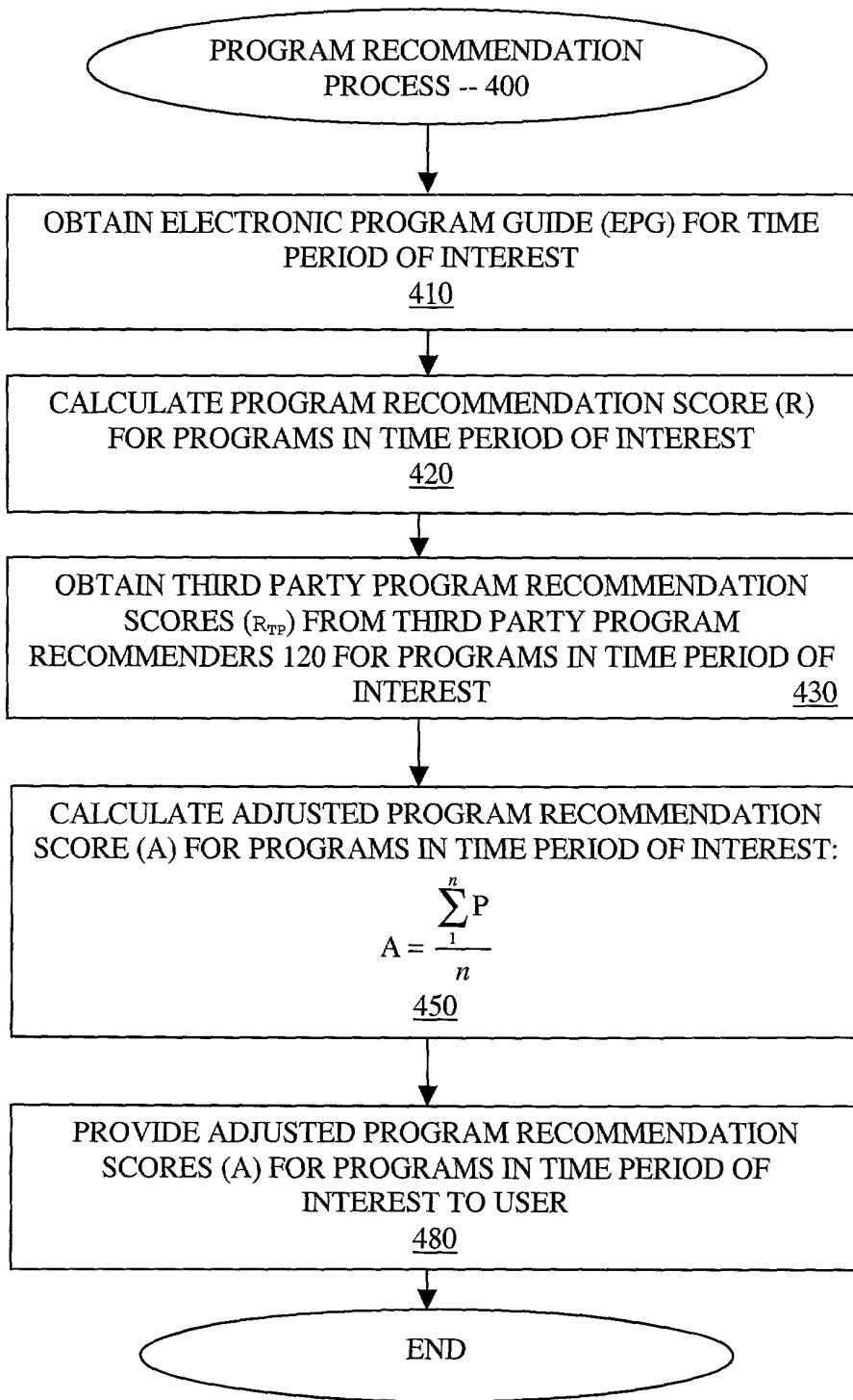
	FEATURE	POSITIVE COUNTS	NEGATIVE COUNTS
	230	235	250
205	TOTAL PROGRAMS	45	45
206	CHANNEL 2	10	0
207	CHANNEL 4	3	1
208	CHANNEL 7	4	4
	....		
209	SPORTS CHANNEL	10	0
....	MUSIC CHANNEL	1	0
	....		
210	MORNING PROGRAMS	2	2
211	EARLY AFTERNOON PROGRAMS	1	2
212	LATE AFTERNOON PROGRAMS	10	0
213	EVENING PROGRAMS	6	4
	...		

**FIG. 2**

PROGRAM DATABASE - 300

	DATE/TIME	CHANNEL	TITLE	GENRE	...	RECOMMENDER SCORE (R)	ADJUSTED RECOMMENDER SCORE (A)
305	11/18/99 -- 8:00 P.M.	CH 1	LUCY	COMEDY	355	370	380 61
310	11/18/99 -- 8:30 P.M.	CH 1	AL'S FAMILY	SITCOM	55	78	78
	...						
320	11/18/99 -- 9:00 P.M.	CH 3	YOUR HOUSE	DRAMA	96	100	100

**FIG. 3**



**FIG. 4**